GOVERNMENT OF INDIA
NON-CONVENTIONAL ENERGY SOURCES
LOK SABHA

UNSTARRED QUESTION NO:4607
ANSWERED ON:23.08.2001
DOCUMENTARY FILM BY IREDA
GAJENDRA SINGH RAJUKHEDI

Will the Minister of NON-CONVENTIONAL ENERGY SOURCES be pleased to state:

(a) whether Indian Renewable Energy Development Agency (IREDA) runs an awareness campaign through print publicity and by making documentary films on its activities;

(b) if so, the total budget of IREDA for publicity and the amount spent thereon during the last three years, year-wise;

(c) the names of agencies/companies who produced films for IREDA during the last three years; and

(d) the titles and themes of the films telecast, year-wise?

Answer

MINISTER OF STATE FOR NON-CONVENTIONAL ENERGY SOURCES (INDEPENDENT CHARGE), (SHRI M. KANNAPPAN)

(a) & (b): Yes, Sir. Indian Renewable Energy Development Agency (IREDA) has been organizing awareness and publicity campaigns on its various activities through print and electronic media and also by making documentary films. The details of budget allocated by IREDA for the publicity and amount spent thereon year-wise, during the last three years is as given below:

(Rs. in lakhs)

Year	Total Budget	Expenditure
1998-99	10.00	5.98
1999-00	40.00	44.56
2000-01	60.00	88.21

(c) & (d): M/s. Prime Images Pvt. Ltd., Bangalore and M/s. Factual Media Network, New Delhi were engaged for producing two Videc Films for IREDA during the last three years. Films on `Solar Cooker` in 10 languages and on `Women in Renewable Energy` were produced during this period. These films were screened during various Business Development Meets etc. on renewable energy. The films were not, telecast so far.